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By His MAJESTY's Authority:  
Printed for R Baldwin at the Rose in Pater Noster Row.

# P R E A C H

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**A**S the peace of Europe, or at least of this nation, seems now to be established, it is to be hoped, that it may last for a great number of years. It is even to be wished by every true Briton, that we may have an opportunity to take proper measures for paying off a large share of our public debt, and abolishing some of those taxes which now lie so heavy upon the labour of the poor, and consequently upon our manufactures of every kind.

How long our present peaceful and happy state may last is beyond the ken of mortal man; but this we do know, that the best way for making it lasting, is to establish and preserve concord and harmony amongst ourselves; for our success in the last war, and the many bold enterprises so gloriously executed, by the bravery of our men and the conduct of our commanders both by sea and land, has given the world such a proof of what the British people may do, when united amongst themselves, that no nation in Europe will wantonly attack us, or give us any just reason for attacking them.

And as we are now blessed with a sovereign who does not seem inclined to involve us in any broils, for the sake of indulging either the ambition, or resentment, of any foreign state, we have only to take care not to embroil ourselves by our own haughtiness, vanity, or avarice; to encourage any foreign neighbour to insult us, by fomenting parties and intestine divisions amongst ourselves, which his majesty has most graciously resolved to annihilate if it be possible; and has thereby plainly shewn, that he designs to pursue no measures but such as are truly British; for a king who designs to pursue any other, may always chuse to put himself at the head of a faction, because, if he will sacrifice the country to their selfish views, he is sure that they will be always ready to sacrifice it to his foreign.

In our present happy situation we may therefore expect, that arts and sciences, and improvements of all kinds, will be encouraged, particularly the agriculture, manufactures, and fisheries of the British islands, and the clearing, planting, and securing that vast territory which we are now indisputably possessed of in America. All feasible projects, or schemes for these useful purposes, we shall take care to give the earliest and best accounts of, in our future Magazines, as we have reason to hope for great assistance from our multitude of correspondents, to whom we have already been infinitely obliged, and for which we return them our most hearty acknowledgments, as we likewise do to the publick in general, for the particular countenance they have always hitherto shewn to our Magazine, the continuance of which we shall use our utmost endeavours to deserve.

## A DESCRIPTION of the FRONTISPICE.

**I**T represents Mercury introducing Concord, Agriculture, and the Arts, to Britannia. Mercury, the inventor of useful arts, and the God of Commerce, is represented, as usual, with his caducy, or conjuring rod, in his hand, the virtue of which was such, that with a single touch it could reconcile any two of the most inveterate enemies. Concordia is represented by the goddess Concordia, with her crown of Pomegranates upon her head, and a jewel in the shape of a heart upon her breast. Agriculture is represented by the goddess Ceres, the constant companion of the former, and has her cornucopia and nosegay of poppies in her hand, a crown of wheat-ears on her head, and a plough near her feet. And in the back ground, to represent the useful arts, are fields of corn, a tenter-ground, a country village, a farm house, &c. &c.

The following is the substance of the two lines at the bottom, taken from the second epode of Horace:

Happy the man, who free from law and strife,  
With his own oxen ploughs his father's field.



•GEORGEARMAND LONDON

WHEREAS Our trusty and well-beloved *Richard Baldwin*, of *Pater-noster-Row*, in Our City of *London*, Bookseller, hath, by his Petition humbly represented unto Us, that he is the Proprietor of a Work that is published monthly, entitled,

# The LONDON MAGAZINE, and T

In which is contained many original Pieces, that were never before printed; and  
that he is at a great expence in paying Authors for their Labours in writing and  
compiling the said Work, which has been published once a Month for near  
Thirty Years past; and hath met with great approbation from the publick,  
That he is now publishing therein

# An Impartial and Succinct History of the Origin and Progress of the PRESENT WAR, as far as

To be illustrated with many Maps and Charts, which hath already been so well received, as to induce several persons to reprint it in other periodical Publications; and being desirous of reaping the Fruits of his very great Expence and Labour, in the Prosecution of this Work, and enjoying the full Profit and Benefit that may arise from printing and vending the same, without any other Person interfering in his just Property, he most humbly prays Us, to grant him Our Royal License and Protection, for the sole printing, publishing, and vending the said Work. And We do, therefore, by these Presents, so far as may be agreeable to the Statute in that case made and provided, grant unto him, the said Richard Baldwin, his Executors, Administrators, and Assigns, our License for the sole printing, publishing, and vending the said Work, for the term of Fourteen Years, strictly forbidding all Our Subjects, within Our Kingdoms and Dominions, to reprint, abridge, or, publish the same, either in the like or any other Volume, or Volumes whatsoever, or to import, buy, vend, utter, or distribute, any copies thereof, reprinted beyond the Seas, during the aforesaid Term of Fourteen Years, without the Consent and approbation of the said Richard Baldwin, his Heirs, Executors, or Assigns, under their Hands and Seals first had and obtained, as they will answer the contrary at their Peril. Wherefore, the Commissioners, and other Officers of Our Customs, the master, Wardens, and Company of Stationers, are to take Notice, That due Obedience may be rendered to Our Will and Pleasure herein declared, Given at Our Court at Kensington, the 23d Day of October, 1759, in the Thirty-Third Year of Our Reign.

By His MAJESTY's Command.